



WCPO

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## ORDER

Print Date 11/01/12 Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 302988 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Product

Candidate. Sherrod Brown. 10.23-

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 2. 10.23-10.29.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$38,335.00	\$45,100.00	0.00	10/01/12	10/28/12	54	\$38,335.00	\$45,100.00
November 2012	14	\$10,157.50	\$11,950.00	0.00	10/29/12	10/29/12	14	\$10,157.50	\$11,950.00
Totals	68	\$48,492.50	\$57,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF--		4				\$150.00		0.00			
	Week:	10/29/12	11/04/12	M-----		1				\$150.00		0.00			
2	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	9	\$400.00	P-3	0.00	NM	15	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF--		12				\$400.00		0.00			
	Week:	10/29/12	11/04/12	M-----		3				\$400.00		0.00			



WCPO

Print Date: 11/01/12

Page 2 of 3

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Contract / Revision 302988 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 2. 10.23-10.29.12

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		8			\$400.00			0.00			
	Week:	10/29/12	11/04/12	M-----		2			\$400.00			0.00			
4	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$1,000.00			0.00			
	Week:	10/29/12	11/04/12	M-----		2			\$1,000.00			0.00			
5	WCPO	10/23/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$500.00			0.00			
	Week:	10/29/12	11/04/12	M-----		1			\$500.00			0.00			
6	WCPO	10/27/12	10/27/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$400.00			0.00			
7	WCPO	10/23/12	10/29/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4			\$500.00			0.00			
	Week:	10/29/12	11/04/12	M-----		1			\$500.00			0.00			
E 8	WCPO	10/27/12	10/27/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	2	\$500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2			\$500.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WCPO	10/22/12-10/28/12	SA 7-730p		658-730p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
	Credited														
	[-\$1000. Adding to Week # 1 sked. ]														
	2	WCPO	10/22/12-10/28/12	SA 7-730p		658-730p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
	Credited														
	[-\$1000. Adding to Week # 1 sked. ]														
9	WCPO	10/29/12	10/29/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$3,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WCPO	10/29/12-11/04/12	Monday Prime C		10-11p	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
	See MG 9.2														
	[N/A PGM CHG - GLASS HOUSE]														
	2	WCPO	10/29/12-11/04/12	Monday Prime C		10-11p	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
	Credited														
10	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$4,500.00			0.00			
11	WCPO	10/23/12	10/23/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Print Date: 11/01/12

Page 3 of 3

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Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 2. 10.23-10.29.12**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	WCPO	10/23/12	10/23/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-T-----					1	\$4,000.00		0.00		
12	WCPO	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$5,000.00	P-3	0.00 NM	3	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---T---					1	\$5,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/22/12-10/28/12		Thursday Prime B			9-10p	---Th----	:30	<del>(\$5,000.00)</del>		0.00 NM		
				See MG 12.2, 12.3, 12.4 [LUR]										
2	VCPO	10/22/12-10/28/12		Friday Prime C			10-11p	-----F----	:30	\$4,500.00		0.00 NM		
				Ⓜ MG for 12.1 10/25										
3	VCPO	10/22/12-10/28/12		Thursday Prime C			10-11p	---Th----	:30	\$3,000.00		0.00 NM		
				Ⓜ MG for 12.1 10/25										
4	VCPO	10/22/12-10/28/12		M-F 12-1p News			12-1p	-TWThF----	:30	\$500.00		0.00 NM		
				Ⓜ MG for 12.1 10/25										
13	WCPO	10/28/12	10/28/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$4,000.00		0.00		
14	WCPO	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-T-----					1	\$4,500.00		0.00		
15	WCPO	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$500.00	P-3	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-TWTF--					4	\$500.00		0.00		
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00		
16	WCPO	10/23/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00 NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-TWTF-S					6	\$900.00		0.00		
Week:		10/29/12	11/04/12	M-----					2	\$900.00		0.00		
17	WCPO	10/23/12	10/29/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$200.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
													Totals	68 \$57,050.00